AMENDMENT

　　　　This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method ~~for generating a customized coded video sequence based on a subscriber's input~~, comprising:

　　　　receiving a plurality of still images, ~~a multimedia data input~~ from [[the]] a subscriber, ~~including a plurality of still images~~ that includes viewer-specific image data, wherein the plurality of still images are independent of a video sequence;

　　　　extracting image data from the plurality of still images to yield extracted image data;

　　　　deriving a virtual camera script and a coding hint from the extracted image data to yield a derived virtual camera script, wherein the derived virtual camera script comprises a set of image processing instructions that simulates ~~selected~~ camera movement over portions of the plurality of still images, and wherein the virtual camera script specifies a variable assigned to one piece of the viewer-specific image data;

　　　　~~generating a video sequence based on the subscriber's input,~~ taking the extracted image data, [[and]] the derived virtual camera scripts and the coding ~~hints~~ hint to yield a generated video sequence;

　　　　coding the generated video sequence based on the coding hint to yield a coded video sequence, wherein the coding hint references a coding process and a temporal evolution for each still image of the plurality of still images; and

　　　　~~outputting the coded video sequence to an output device as a multimedia presentation;~~ ~~and~~

　　　　inserting a customized advertisement ~~during~~ in the ~~multimedia presentation~~ coded video

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sequence, wherein the ~~inserted~~ customized advertisement includes an offer of an award to a user

contingent~~, at least partly, on~~ <u>tied to</u> a user interaction with the customized advertisement.

2. (Currently Amended) The method of claim 1, further comprising:

> receiving preference information from one of the subscriber and a service provider; <u>and</u>

> storing the preference information in a subscriber profile[[; and]]<u>, wherein the generated</u>

<u>video sequence is</u> ~~generating the video sequence~~ based on the subscriber's profile.

3. (Original) The method of claim 2, wherein the subscriber's profile includes at

least one of format settings, coding preferences, handicap settings, storage addresses of image

data, device characteristics, and billing information.

4. (Original) The method of claim 3, wherein the format settings include at least one of text

font settings, text style settings, and display settings.

5. (Original) The method of claim 3, wherein the coding preferences are used as coding hints

and include at least one of audio coding preferences and visual coding preferences.

6. (Original) The method of claim 3, wherein the handicap settings include at least one of

visual enhancement settings and audio enhancement settings.

7. (Original) The method of claim 3, wherein the storage addresses of image data include at

least one of a computer image file, an image database, a Web page address, a universal resource

locator (URL), a floppy disk, and CD ROM.

8. (Original) The method of claim 2, wherein the subscriber's profile includes billing

information.

9. (Canceled)

10. (Original) The method of claim 2, wherein the coded video sequence output includes one or

more images based on the storage addresses of image data from the subscriber's profile.

11. (Original) The method of claim 2, wherein the subscriber provides multimedia data input

and preference information to the input unit using at least one of a touch-tone menu, an

interactive voice response system, a voice recognition system, a touch screen, a stylus, a

keyboard, a Web page, the Internet, to telephone, a cable TV, a personal computer, and a

wireless communication device.

12. (Original) The method of claim 2, wherein the subscriber's profile includes information

about the display devices owned by the subscriber.

13. (Currently Amended) The method of claim 12, wherein the coded video sequence ~~output~~ is

customized for at least one of the devices included in the subscriber's profile.

14. (Original) The method of claim 1, further comprising storing the extracted image data in an

image data database, the derived virtual camera scripts in a virtual camera scripts database, and

the derived coding hints in a coding hints database.

15. (Currently Amended) The method of claim 1, further comprising receiving <u>at least</u> one ~~or more~~ input ~~commands~~ <u>command</u> from a user, wherein at least one of the steps of extracting, deriving, ~~generating,~~ <u>taking and</u> coding ~~and outputting~~ are performed based on the user's input commands.

16. (Original) The method of claim 1, wherein the image data include image data from at least one of images, pixelmaps, a series of still frames, panorama images, a series of photographs from a film, web-pages, single files containing vector representation of text and graphics, short video clips, single files containing a vector representation of synthetically coded 3D worlds, and lightfields of single objects.

17. (Original) The method of claim 1, wherein the virtual camera scripts include at least one of a sliding window of resolution, a document browsing simulation, a general composition of images, synthesized videos from a set of images, a panorama synthesis, and parallax techniques.

18. (Currently Amended) The method of claim 1, wherein the coding ~~hints include~~ <u>hint comprises</u> at least one of motion information used to generate a sequence of frames, temporal evolution of each frame, and coding parameters for each image.

19. (Original) The method of claim 1, wherein the generating step uses a rendering plug-in to decode portions of the image data into pixel maps.

20. (Original) The method of claim 1, wherein the generating step uses addresses to generate an image sequence.

21. (Original) The method of claim 20, wherein the addresses include URLs.

22. (Original) The method of claim 1, wherein the generating step generates the video sequence from more than one multimedia source.

23. (Original) The method of claim 22, wherein the multimedia sources include at least one of television, cable TV, interactive TV, Internet, telephone, computer generated images, wireless communications, photographs and electronically stored still images.

24. (Original) The method of claim 1, further comprising receiving an audio input corresponding to the generated video sequence.

25. (Original) The method of claim 24, further comprising synchronizing the audio input with the generated video sequence.

26. (Previously Presented) The method of claim 1, further comprising:

    receiving audio input from the subscriber, the audio input stored as at least one of a computer file or an address;

    storing the subscriber's audio input in the subscriber's profile;

    retrieving the subscriber's audio input; and

    outputting the subscriber's audio input in conjunction with the generated video sequence.

27. (Original) The method of claim 1, wherein the coded video sequence is output using

scrolling techniques.

28. (Previously Presented) The method of claim 1, wherein the inserted customized

advertisement is personalized to a user.

29-30. (Canceled)